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ABSTRACT

This selective, annotated bibliography is a revision of the original published in 1972 (ED 071 402). Some 104 books, articles, and reports included here deal with access, applications, franchising, regulation, technology, and other aspects of cable television. The listings are of two types in each category. First are revisions of the original annotations, including whether the publications are still available. Following are new entries, numbered beginning with No. 68. Each annotation includes sources and ordering information. The material is indexed by author and title. In addition, the Cable Television Information Center reports are listed at the end for easy reference. (WCM)

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PREFACE

This document was prepared by the Cable Television Information Center under grants from the Ford Foundation and the John and Mary R. Markle Foundation to The Urban Institute.

The primary function of the center's publications program is to provide policy makers in local and state governments with the information and analytical tools required to arrive at optimum policies and procedures for the development of cable television in the public interest.

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EXPLANATORY NOTE

This material brings up to date the selective bibliography originally published in 1972 as part of the Publications Service. The categories correspond to the sections in the first "Bibliocable," i.e., Background, Access, and so on. The listings are of two types in each category. First are revisions of the original annotations, including whether the publications are still available and where they are currently available. Following are new entries, numbered beginning with #68. Thus, the reader need refer only to a topic section in the 1972 "Bibliocable" and the corresponding section in this update for a list of available publications in that area.

In addition, the reports of the center's Publications Service are listed at the end for easy reference.

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BACKGROUND

2 CABLE COMMUNICATIONS IN THE DAYTON MIAMI VALLEY: Basic Report

L.L. Johnson, W.S. Baer, R. Bretz, D. Camph, N.E. Feldman, R.E. Park, R.K. Yin

Address to Publications Department

2A CABLE COMMUNICATIONS IN THE DAYTON MIAMI VALLEY: Summary Report

Leland L. Johnson

Address to Publications Department

3 CABLE TV: Revolution in Limbo?

Stanley Gerendasy

Only available now in Seminar, The Copley Press, Inc., P.O. Box 1530, LaJolla, California 92037, March 1972, $1.00.

4 CABLE TV: The Endangered Revolution

Stuart P. Sucherman

Only available now in Columbia Journalism Review, Columbia University, 700 Journalism Building, New York, New York 10027, May-June 1971, 13-20 pp., $2.00.

5A CABLE TELEVISION IN DETROIT: A Study in Urban Communications; Summary

No longer available from City Clerk's Office; copies still available from Cable Television Information Center

9 THE FEDERAL COMMUNICATIONS COMMISSION

Kenneth A. Cox

Only available now from Fred B. Rothman & Co., 57 Leunling Street, South Hackensack, New Jersey 07607

10 FINAL REPORT

U.S. President's Task Force on Communications Policy

No longer available

11 THE IED/EIA RESPONSE TO THE FEDERAL COMMUNICATIONS DOCKET 18397, PART V: The Future of Broadband Communications; submitted to the FCC on October 29, 1969.

Electronic Industries Association. Industrial Electronics Division, Ad Hoc Committee.

No longer available

12 NCTA CONVENTION, 20th, WASHINGTON, D.C. 1971

National Cable Television Association

No longer available

13 ON THE CABLE: The Television of Abundance

Sloan Commission on Cable Communications

Since this book, the final report to the Sloan Commission, doesn't always do justice to many of the individual working papers on which it is based, the reader should be aware that many of these background reports are still available. Copies of the following may be ordered from ERIC Document Reproduction Service, P. O. Box 0, Bethesda, Maryland 20014:

THE FUTURE OF NEWS AND PUBLIC AFFAIRS BROADCASTING AND CABLE TV, #ED 062 766, by Marvin Barrett
THE IMPACT OF SATELLITES ON CABLE COMMUNICATIONS, #ED 062 799, by Abram Chayes
CABLE TELEVISION AND PUBLIC SAFETY, #ED 062 800, by Gilbert Cranberg
TOWARD AN IMMODEST EXPERIMENT IN CABLE TELEVISION: Modestly Produced, #ED 062 796, by Judy Crichton
POLITICS IN A WIRED NATION, #ED 062 805, by Ithiel de Sola Pool and Herbert Alexander
COMMERCIAL USES OF BROADBAND COMMUNICATIONS, #ED 062802 by Ephraim Kahn
COMMUNICABLE MEDICINE: Cable Television and Health Services, #ED 060 636, by Konrad K. Kalba
COMMON CARRIER ACCESS TO CABLE COMMUNICATIONS: Regulatory and Economic Issues, #ED 062804, by Lionel Kestenbaum
CABLE AND THE ARTS, #ED 062 797, by Martin Mayer
PROSPECTS AND POLICIES FOR CATV, #ED 062 806, by John J. McGowan, Roger G. Noll and Merton J. Peck
THE NEGLECTED MAJORITY: Mass Communications and the Working Person, #ED 064 867, by Harold Mendelsohn, Ph.D.
CABLE COMMUNICATIONS AND SOCIAL SERVICES #ED 062 793, by Robert E. O'Brien
FORSEEABLE PROBLEMS IN A SYSTEM OF MAXIMUM ACCESS #ED 062 801, by John De J. Pemberton, Jr.
CONTENT ON CABLE: The Nascent Experience, #ED 062 794, by Monroe E. Price
NEW DIRECTIONS IN TELECOMMUNICATIONS RESEARCH, #ED 062 803, by Alex Reid
THE COPYRIGHT QUESTION IN CATV, #ED 059 622, by Leonard Ross

CABLE TELEVISION AND THE ARTS, #ED 062 798, by Richard Roud
THE REAL WORLD OF TECHNOLOGICAL EVOLUTION IN BROADBAND COMMUNICATIONS, #ED 062 795, by Hubert J. Schlafly
PRESENT AND PROBABLE CATV/BROADBAND-COMMUNICATION TECHNOLOGY, #ED 063 733, by John E. Ward

The charge for each title above is $3.29, including postage and handling. When ordering, the document should be identified by its "ED number."

14 A SHORT COURSE IN CABLE

United Church of Christ. Office of Communication.

Price is now $.30 for each additional copy

16 THE WIRED NATION

Ralph Lee Smith

Price is now $.50

68 BASIC DOCUMENTS IN CABLE TELEVISION AND BROADBAND COMMUNICATIONS

Ralph Lee Smith

This collection by the award-winning author of The Wired Nation (16 and 16.1) contains studies on the social implications of cable TV for urban areas, education and libraries; federal, state and local laws; and key court decisions concerning cable television. Also included are reports on technical developments and allied broadband developments, such as satellites and microwave.

1974, R. R. Bowker Company, Xerox Education Group, 1180 Avenue of the Americas, New York, N.Y. 10036, 650 pp., (price to be announced).

69 CABLE TELEVISION: A Handbook for Decisionmaking

Walter S. Baer

The principal report resulting from a major study of the issues surrounding local decisionmaking for cable television, this handbook is designed as a guide for public officials and citizens concerned with the development of cable in their communities. A panoramic overview of major cable issues, this volume is an introduction to the technological, economic, legal, social and political aspects of cable. It includes a discussion of ownership options, franchising and the uses of cable TV; the latter

emphasizes the public services cable might provide. The report contains numerous tables and illustrations, plus a glossary and bibliography. A series of companion reports to the Handbook, serving to explore selected issues more fully, are noted below in items numbered 69A, 76, 77, 80, 81, 83, 90, 94, 96, 97, 102, and 103.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1133-NSF), 248 pp., $5.00.

69A CABLE TELEVISION: A Summary Overview for Local Decisionmaking

Walter S. Baer

This very brief summary outlines the topics discussed in the parent report and contains the Handbook's checklists of topics for communities to consider in the process of decisionmaking for cable.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1134-NSF), 18 pp., $1.00.

70 CABLE TV: For the Neighborhood and for the Region

Citizens League Cable TV Committee

This report resulted from an eleven-month study by a specially created research committee set up by the Citizens League of the Twin Cities (Minn.). It is a good example of the contribution a local citizen's committee can make in communities where cable TV is under study. Committee recommendations in this report generally focus upon the key issues of interconnection, coverage, franchising and programming.

1972, Citizens League, 84 South 6th Street, Minneapolis, Minnesota 55402, 53 pp., single copy free.

71 CURRENT DEVELOPMENTS IN CATV, 3D

Practising Law Institute

This course handbook prepared for distribution at the Current Developments in CATV Seminar, February-March 1973, may also serve as a reference manual for attorneys and related professionals working in the field of cable television. The exhibits and other documentary material brought together in this volume supplement the following program presentations: Present and future technology of CATV; The economics of CATV; Utility and other contracts; Program originations; Signal carriage and exclusivity; and Franchises.

1973, Practising Law Institute, 1133 Avenue of the Americas, New York, N.Y. 10036 (Order #G4-2660), 616 pp., $20.00.

72 LOCAL GOVERNMENT EXPERIENCE WITH CABLE TELEVISION

Stephen B. Borko

Based on a survey of 6,223 cities, with 3,211 (52%) responding, the data in this paper indicates the growth, impact and pattern of usage of cable television in municipal governments. The survey was conducted by the International City Managers Association (ICMA), in cooperation with the Cable Television Information Center (CTIC).

1973, Urban Data Service, International City Management Association, 1140 Connecticut Avenue, N. W., Washington, D. C. 20036, July 1973, v. 5, n. 7, 15 pp., $8.50.

73 NCTA CONVENTION, 22nd, ANAHEIM, CALIFORNIA, 1973

National Cable Television Association

The official transcript of the 22nd annual convention of NCTA, held June 17-20, 1973 at the Anaheim Convention Center in Anaheim, California, is published in two parts: 1) Management volume; and 2) Technical volume. The management volume contains the proceedings of panels devoted to a broad range of cable topics, including: public access, networks, subscription services, franchising and developments in urban markets. Areas covered in the Technical volume include: channel allocations, system design, technical standards and installation and maintenance.

1973, National Cable Television Association, 918 Sixteenth Street, N. W. Washington, D. C. 20006, 2 v. (various pagings), $30.00. Volumes purchased individually: Management volume, $15.00; Technical volume, $20.00 ($12.00 for IEEE and SCTE members).

74 SYMPOSIUM ON URBAN CABLE TELEVISION

MITRE Corporation

In four volumes, this report provides a transcript of the three-day Symposium on Urban Cable Television, held by the MITRE Corporation, in cooperation with the Cable Television Information Center (CTIC), October 18-20, 1972. The purpose of the symposium "was to discuss, clarify, and offer alternative approaches to the major social, economic, and institutional issues affecting CATV planning today with a view toward their impacts on the future directions of cable in the U.S." Session themes covered in volume one are 1) Social and economic context; and 2) Realizing cable's potential. Volume two contains workshops on 1) Economics and financing of cable; 2) Public ownership: Myth and reality; 3) Programming: Community and local; and 4) New patterns of minority participation. Additional workshops included in volume three are 5) Programming: Commercial services; 6) Federal, state and local regulation of cable: How and why?; 7) Programming: Social services; and 8) Cable technology for decision-makers. The wrap-up sessions in volume four feature the

themes "Cable's Future" and "Bringing Cable into the Cities;" the latter is an address by William Gorham, President of The Urban Institute. Volume four also includes a presentation and demonstration of MITRE's Time Shared, Interactive Computer-Controlled Information Television (TICCIT) System, as well as a recapitulation and general discussion of the issues discussed during the eight workshops.

1973, (Order from: National Technical Information Service, U. S. Department of Commerce, Springfield, Virginia 22151), (Document no. PB-220 695-SET), 4 v. (various pagings), $29.00. Volumes purchased individually: v. 1 (PB-220 696), $6.75; v. 2 (PB-220 697), $9.00; v. 3 (PB-220 698), $10.60; v. 4 (PB-220 699), $6.00.

75 VISIONS OF CABLEVISION: The Prospects for Cable Television in the Greater Cincinnati Area

Robert L. Steiner

One of the most handsomely produced and well written cable primers currently available. Despite the local concern expressed in the subtitle, only the final two chapters deal exclusively with cable forecasts, speculations and recommendations for the Cincinnati area. Topics covered in other chapters are: an overview of cable; the technology and capabilities of cable TV; the growth of cable; federal regulation; the economics of major market cable systems and the demand for cable services; and cable versus broadcast television. There is also an assessment of cable in four cities which Steiner visited: Toronto; Akron, Ohio; Dayton, Ohio; and New York City. Throughout, he emphasizes the importance of regional planning and economic viability to the long-range effectiveness of cable.

1972, The Stephen H. Wilder Foundation, 1017 Provident Tower, Cincinnati, Ohio, 45202, 115 pp., $3.00 (single copies free to residents of Ohio, Kentucky, and Indiana). Also available from the Cable Television Information Center, 2100 M Street, N. W., Washington, D. C. 20037 Att: Information Group

ACCESS

17 ACCESS BY LOCAL POLITICAL CANDIDATES TO CABLE TELEVISION: A Report of an Experiment

Herbert S. Dordick and Jack Lyle

Address to Publications Department

18 CABLE TELEVISION: A Guide for Citizen Action

Monroe E. Price and John Wicklein

Address to 297 Park Avenue South

20 CANADIAN CONTENT

Merrily Paskal, Editor

Only available now from Gordon Breach Science Publisher's, One Park Avenue, New York, New York 10016

76 CABLE TELEVISION: Citizen Participation after the Franchise

Monroe E. Price and Michael Botein

Discusses what recourse is available to individual citizens and community groups concerned over deficiencies in the franchising process or administration of the franchise.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1139-NSF), 34 pp., $2.00.

77 CABLE TELEVISION: Making Public Access Effective

Richard C. Kletter

Written from the activist's point of view, this report strongly advocates citizen participation in public access. It reflects Kletter's view that, "with strong support (public access) can become part of a genuine urban communication system, an instrument for social change, and an outlet for a realistic image of life that ordinary TV cannot offer." There are sections devoted to limitations in the FCC rules on public access, organizing for public access and programming costs and equipment. Different access strategies are presented through the experiences of groups in the U. S. and Canada. A directory of organizations working in public access is given in the Appendix, along with the complete text of the document Guidelines for Access: A Report by NCTA.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1142-NSF), 84 pp., $3.00.

78 THE WIRED ISLAND: The First 2 Years of Public Access to Cable Television in Manhattan

David Othmer

Updates an earlier report, Public Access Channels: The New York Experience (22). For The Wired Island, interviews were conducted with all major users and many occasional users, cable operators, the New York City Office of Telecommunications and several city agencies. 250 Manhattan cable subscribers were surveyed by telephone, and questionnaires were mailed to a sample of 3,000 "likely user groups" contacted by the Center for Analysis of Public Issues the previous year. The report takes a critical look at both the strengths and weaknesses of public access and

concludes that while public access had been used extensively, "public access has not yet developed into the truly accessible media for exchange of ideas among ordinary citizens, organizations and institutions that many had foreseen and hoped for." The conclusions and recommendations together furnish a framework for considering how public access should develop further both in New York and elsewhere.

1973, Fund for the City of New York, 1133 Avenue of the Americas, New York, New York 10036, 1 v. (various pagings), single copy free. Also available from the Cable Television Information Center, 2100 M Street, N.W., Washington, D. C. 20037 Att: Information Group

APPLICATIONS

25 CABLE TELEVISION: OPPORTUNITIES AND PROBLEMS IN LOCAL PROGRAM ORIGINATION

N.E. Feldman

Address to Publications Department

26 CABLE TELEVISION AND HIGHER EDUCATION: Two Contrasting Experiences

Leland L. Johnson

Address to Publications Department

27 ELECTRONIC KINDERGARTEN: A Proposal for Exploration of the Implications and Possibilities of Electronic Experience for Mini-Kids

Tom Bender

Only available now from Gordon Breach Science Publisher's, One Park Avenue, New York, New York 10016

29 HAVE YOU PLACED YOUR BID? Proposal for a Planning Grant to Develop Programming and Control for Public Cable Channels

Thea Sklover

Only available now from Gordon Breach Science Publisher's One Park Avenue, New York, New York 10016

34 TELECOMMUNICATIONS IN URBAN DEVELOPMENT

H.S. Dordick, L.G. Chesler, S.I. Firstman and R. Bretz

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35 TELEVISION AND GHETTO EDUCATION: The Chicago Schools Approach

Rudy Bretz

(Report no. P-4108) Address to Publications Department

79 ASPEN NOTEBOOK: Cable and Continuing Education

Richard Adler and Walter S. Baer, Editors

Part one of this volume is based both upon research conducted by the Aspen Workshop on Uses of the Cable and on the proceedings of Workshop Conference held at Aspen, Colorado, March 14-18, 1973. It contains remarks by conference participants and deals with the rise of continuing education, television and education, and the problems and potential of the cable as an educational delivery system. The future of cablecast continuing education is discussed and a summary of conference proposals is presented. Additional source and reference materials are provided in Part two, including descriptions of two television-supported educational programs, plus a proposal for a third. Especially valuable is a 35-page section with abstracts of related studies and reports. There is also a glossary and an excellent annotated bibliography.

1973, Aspen Program on Communications and Society, 770 Welch Road, Palo Alto, California 94304, 192 pp., $3.95 paperback.

80 CABLE TELEVISION: A Guide for Education Planners

Polly Carpenter

The companion volume to Cable Television: Uses in Education (83), the emphasis of this guide is on the procedures for planning, operating and evaluating educational projects using cable, both in school and out of school. Carpenter first defines the problem and discusses the special aspects of cable TV as a communications medium. Then the procedures to follow are outlined, with particular attention paid to resource requirements. Other areas treated in detail are the acquisition of suitable programming, and the integration of the programming into the rest of the school's activities.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1144-NSF), 101 pp., $3.00.

81 CABLE TELEVISION: Applications for Municipal Services

Robert K. Yin

Yin reviews the questions involved in operating a single municipal channel as mandated by FCC rules. He then discusses what municipal service applications are possible for different types of cable systems, the

general feasibility and utility of each application and some of the relevant issues for municipal decisionmaking. There is also an appendix summarizing the experience of New York City's WNYC-TV, the nation's only municipally owned and operated television station, and its implications for urban cable systems.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1140-NSF), 55 pp., $3.00.

82 CABLE TELEVISION: Its Urban Context and Programming

Forrest Warthman

Essentially a review of alternative and complementary communications networks, this paper is based on the premise that new mass communications systems will be build upon pre-existing networks. Cable services and programming are discussed in this context.

1973, Institute of Urban & Regional Development, University of California, Berkeley, California 94720 (Working Paper No. 212), 54 pp., $1.00.

83 CABLE TELEVISION: Uses in Education

Polly Carpenter

This is the first volume of a two-part study on the potential uses of cable TV for education. By making the reader more aware of the services now available, Carpenter hopes to "increase the involvement of educators in current cable TV planning and franchise negotiation activities to ensure that the contributions of cable are well exploited for education and not lost to commercial interests." In addition to the educator's stake in the cable TV franchise, she discusses the barriers to the use of television in education. A glossary and a bibliography are included in this report.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1143-NSF), 73 pp., $3.00.

84 CABLE TELEVISION & EDUCATION: A Report from the Field

National Cable Television Association

Intended as a "status report" with the purpose of identifying the exploratory efforts underway to utilize cable for educational objectives.

1973, National Cable Television Association, 918 Sixteenth Street, N. W., Washington, D. C. 20006, 50 pp., single copy free.

85 CABLE TELEVISION FOR LIBRARIANS

Brigitte L. Kenney

These are the published proceedings of the three-day Institute on Cable Television for Librarians, held September 17-20, 1972 under the auspices of the Graduate School of Library Science, Drexel University. Topics discussed include networking via cable, ordinances and franchises, assessing community information needs and the regulatory process. Included are a bibliography of materials on cable, as well as a glossary of terms for cable television and other broadband communications.

1973, Drexel Library Quarterly, Graduate School of Library Science, Drexel University, Philadelphia, Pennsylvania 19104, v. 9, n. 1 & 2, January-April 1973, 201 pp., $6.00.

86 EDUCATION AND CABLE TV: A Guide to Franchising and Utilization

Jon Shafer

Provides a general introduction to cable, its uses in education, and the franchising provisions which relate to its educational uses. An expanded version of an earlier paper (23) prepared for regional use, this report furnishes a very good glossary of terms for CATV and an exceptionally useful annotated bibliography prepared by Merry Sue Smoller.

1973, ERIC Clearinghouse on Media and Technology, Box E, School of Education, Stanford University, Stanford, California 94305, 47 pp., $2.50.

87 A PRIMER ON TELECOMMUNICATIONS IN EDUCATION: A Planning Document for the Establishment of a Nationwide Educational Telecommunications System

Carl Pilnick and Harry R. Glixon

This survey is designed as a general guide for educators and others involved in or investigating the possibilities of educational telecommunications. Though there is some engineering or technical discussion of the way various components or systems work, the greater emphasis is placed upon the applications of the technology, rather than upon the technology itself. The major sections in the report include: Components and techniques; Carrier and distribution sub-systems; Integrated educational systems; and, Trends and projections.

1972, (Order from: ERIC Document Reproduction Services, P. O. Box 0, Bethesda, Maryland 20014), (Document #ED 072 665), 406 pp., $16.45.

88 TALKING BACK: Citizen Feedback and Cable Technology

Ithiel de Sola Pool, Editor

This collection, assembled by an MIT political science professor, focuses on the social impact of interactive two-way cable technology. Among its contents are six background papers which were originally prepared for the Sloan Commission on Cable Communications, but which were distributed in limited numbers only. Containing fifteen papers in all, the book is organized around three general themes: what cable can bring, technologies and two-way communication.

1973, The M.I.T. Press, 28 Carleton Street, Cambridge, Massachusetts 02142, 325 pp., $9.95.

89 30 SERVICES THAT TWO-WAY TELEVISION CAN PROVIDE

Paul Baran

Adapted from a report completed in 1970 by the Institute for the Future, the principal investigator for that study describes in this article 30 possible home applications of interactive television.

1973, The Futurist, World Future Society, P. O. Box 30369, Bethesda, Maryland 20014, v. 7, n. 5, October 1973, pp. 202-210, illus., $2.00. Also available from the Cable Television Information Center, 2100 M Street, N. W., Washington, D.C. 20037 Att: Information Group

ECONOMIC ASPECTS

36 CABLE TELEVISION: The Problem of Local Monopoly

Richard A. Posner

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38 COMPUTER CODE FOR A CABLE TELEVISION SYSTEM FINANCIAL MODEL

Rolla Edward Park

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39 POTENTIAL IMPACT OF CABLE GROWTH ON TELEVISION BROADCASTING

Rolla Edward Park

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40 PROSPECTS AND POLICIES FOR CATV

John J. McGowan, Roger G. Noll and Merton J. Peck

No longer available

41 PROSPECTS FOR CABLE IN THE 100 LARGEST TELEVISION MARKETS

Rolla Edward Park

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42 TOWARD THE WIRED NATION: The Financial Implications of Developing Cable Communications; Transcript of Seminar Sponsored by the National Cable Television Association, Inc.

No longer available from National Cable Television Association; copies still available from Cable Television Information Center

90 CABLE, CITIES AND COPYRIGHTS

Bridger M. Mitchell, in association with Robert H. Smiley

This paper examines the profitability of major market cable systems subject to the final FCC rules, with special attention to the effects of several copyright fee proposals. Mitchell and Smiley, who conducted a similar study for NCTA, conclude again that "except where atypical conditions prevail, cable systems will be unprofitable in central urban areas having good broadcast reception but marginally profitable on the edges of the larger cities." They argue, therefore, that with profits at such a low level, the industry would be unable to attract the capital necessary to assure future growth in these areas.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California, 90406 (Report no. P-5086), 48 pp., $2.00.

91 ECONOMIC ASPECTS OF TELEVISION REGULATION

Roger G. Noll, Merton J. Peck and John J. McGowan

Presents an economic analysis of the broadcast television industry and its interaction with the FCC. The primary objective of this study is "to evaluate current regulatory practices in the industry and the potential that the new technologies offer." The authors also scrutinize the costs, potential benefits and regulatory policy issues arising out of the development of new communications technologies such as pay TV, cable, videocassettes and satellite-to-home broadcasts. Throughout, this study is

underscored by four basic propositions: that television needs greater program diversity, more program options, broader competition and more programs that educate and inform. With these propositions in mind, Noll, Peck and McGowan conclude that "a substantial reduction in regulation of television will be of significant benefit to viewers," since this will encourage competition in the form of major new television technologies. This will, they argue, result in greatly increased viewer options.

1973, The Brookings Institution, 1775 Massachusetts Avenue, N.W., Washington, D. C. 20036, 342 ppp., $8.95.

92 THE PROFITABILITY OF CABLE TELEVISION SYSTEMS AND EFFECTS OF COPYRIGHT FEE PAYMENTS

Robert W. Crandall and Lionel L. Fray

Despite industry contentions to the contrary, the authors of this study argue that "large and intermediate size cable systems in the top 100 markets could expect to earn high rates of return even after payment of copyright fees."

1973, Temple, Barker & Sloane, Inc., 36 Washington Street, Wellesley Hills, Massachusetts 02181, 1 v. (various pagings), single copy free.

93 SHOULD CITY HALL OWN THE CABLE TV SYSTEM?

Edward J. Roth

A concise, well-balanced discussion of a controversial issue, this article presents the pros and cons of municipal CATV ownership without taking a position either for or against.

1973, Nation's Cities, National League of Cities, 1620 Eye Street, N.W., Washington, D.C. 20006, v. 11, n. 6, June 1973, pp. 41-43, 64, $1.00. Also available from the Cable Television Information Center, 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

FRANCHISING

44 CROSSED WIRES: Cable Television in New Jersey

Center For Analysis Of Public Issues, Richard C. Leone, Director

Price is now $6.00

45 DRAFTING MUNICIPAL FRANCHISES FOR CABLE TELEVISION SYSTEMS

James I. Masters

Only available now to public officials. Price is now $5.00 for each additional copy

94 CABLE TELEVISION: Citizen Participation in Planning

Robert K. Yin

This is a guide for both citizens and public officials who are committed to shaping a cable system that is responsive to community needs. The pros and cons of various community-related cable issues which need to be investigated when planning for cable are discussed. Yin also suggests possible forms of citizen participation, and gives some of the advantages and disadvantages of each.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1136-NSF), 37 pp., $2.00.

95 CABLE TELEVISION: Franchise Provisions for Schools

National Education Association, Instruction and Professional Development, Cable and Satellite Team

Intended as a guide for local teacher associations, this document encourages educators to actively participate in local hearings on the awarding of cable franchises. It contains NEA's recommendations "designed to ensure that the entire educational community will be able to receive maximum benefits from" the development of local CATV systems.

1973, National Education Association, 1201 Sixteenth Street, N. W., Washington, D. C. 20036, 33 pp., $1.50 (single copies free to NEA members). Also available from the Cable Television Information Center, 2100 M Street, N. W., Washington, D.C. 20037 Att: Information Group

96 CABLE TELEVISION: The Process of Franchising

Leland L. Johnson and Michael Botein

The bulk of this report is concerned with what terms and conditions the cable franchise ought to include. The franchising process is analyzed in ten detailed steps, and the advantages and disadvantages of alternative approaches are presented. Selected provisions from actual franchises or ordinances are cited to provide examples of solutions and pitfalls to avoid. There is also a special appendix devoted to the issue of single versus multiple ownership.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1135-NSF), 97 pp., $3.00.

REGULATION

52 CABLE TELEVISION REPORT AND ORDER AND RECONSIDERATION

U. S. Federal Communications Commission

This summary of official FCC actions concerning cable consolidates the CABLE TELEVISION REPORT AND ORDER adopted February 2, 1972 and the MEMORANDUM OPINION AND ORDER ON RECONSIDERATION OF THE CABLE TELEVISION REPORT AND ORDER adopted June 16, 1972.

1973, (Order from: Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402), 338 pp., $2.10, domestic postpaid; $1.75, GPO Bookstore Stock No. 0400-00276. Also available from the Cable Television Information Center, 2100 M Street, N.W., Washington, D. C. 20037 Att: Information Group

57 STATE REGULATION OF CABLE TELEVISION

Michael R. Mitchell

Address to Publications Department

97 CABLE TELEVISION: A Guide to Federal Regulation

Steven R. Rivkin

A comprehensive sourcebook on federal laws and regulations dealing with cable television, this reference volume contains an analysis and interpretation of FCC rules in the major areas over which the commission has exercised jurisdiction: carriage of broadcast television, program exclusivity and copyright, cablecasting and channel capacity, the role of state and local authorities, technical standards and operating requirements and related matters. A compendium of 17 selected documents and other source materials pertaining to federal regulation is included and organized so that it corresponds to the outline of the analysis.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1138-NSF), 356 pp., $5.00.

98 CABLE TELEVISION AND THE FCC: A Crisis in Media Control

Don R. Le Duc

A major study of the evolution cable television and the changing approaches to cable regulation, this book is an updated and revised version of Le Duc's 1970 doctoral dissertation, Community Antenna Television as a Challenger of Broadcast Regulatory Policy, and reflects that work's emphasis on cable as a threat to the spectrum access basis

of broadcast regulation. A solidly documented piece of research, this volume's reference value is enhanced by a 20-page bibliography and 24 pages of detailed notes.

1973, Temple University Press, Philadelphia, Pennsylvania 19122, 289 pp., $7.95.

99 CABLE TELEVISION U.S.A.: An Analysis of Government Policy

Martin H. Seiden

Written by a leading economic consultant in mass communications, this book is a detailed study and analysis of federal cable television regulation and how it has evolved. There are also chapters on the structure of the cable industry, cable TV costs and profits, the impact of cable on broadcast television, local regulation, state regulation, the potential impact of space satellites and landmark court cases. Seiden presents a generally negative view of FCC cable policy, criticizing the commission for its alleged "inability to properly define, analyze, and act upon public issues." With its wealth of statistical and historical data, this is one of the most useful reference works on cable presently available.

1972, Praeger Publishers, 111 Fourth Avenue, New York, N.Y. 10003, 269 pp., $16.50.

100 THE FINAL REPORT OF THE FCC CABLE TELEVISION ADVISORY COMMITTEE ON FEDERAL/STATE-LOCAL REGULATORY RELATIONSHIPS

U.S. Federal Communications Commission

Prepared by a committee of government, industry and other representatives, this report is concerned primarily with 1) what level (s) of government ought to deal with particular regulatory issues, and 2) whether three-tier regulation is a problem, and, if so, if the FCC has the authority to correct the problem.

1973, (Order from: National Technical Information Service, U.S. Department of Commerce, Springfield, Virginia 22151), (Document no. PB-223 147), 284 pp., $6.50. Also available from the Cable Television Information Center, 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

101 PROCEDURAL ACCOMMODATION OF FEDERAL AND STATE REGULATORY INTERESTS IN CABLE TELEVISION

Richard E. Wiley

FCC Commissioner Wiley examines the procedural and public administration problems encountered in allocating responsibility among the federal, state and local bodies involved in cable television regulation.

1973, Administrative Law Review, Administrative Law Section, American Bar Association, 1155 East 60th Street, Chicago, Illinois 60637, v. 25, n. 2, Spring 1973, pp. 213-223, $2.00.

TECHNOLOGY

58 CABLE TELEVISION AND SATELLITES

Nathaniel E. Feldman

Address to Publications Department

60 THE OPTIMUM CABLE TELECOMMUNICATIONS SYSTEM

John P. Thompson

No longer available

102 CABLE TELEVISION: A Guide to the Technology

Carl Pilnick and Walter S. Baer

Written primarily for the reader with a non-technical backbround, this report is a state-of-the-art review of present cable technology. It discusses ways of meeting FCC technical standards, technology for new cable services and cost factors involved in constructing a new cable system or expanding one already in operation. Sections in the report focus upon such problem areas as channel capacity, cablecasting facilities, two-way communications and system interconnection. In these areas and others, Pilnick and Baer attempt to identify the realistic policy options available, rather than recommend specific solutions. Includes a number of charts and illustrations, as well as the complete text of the FCC Technical Standards for Cable Systems.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1141-NSF), 73 pp., $3.00.

103 CABLE TELEVISION: Technical Considerations in Franchising Major Market Systems

Carl Pilnick

This report examines those aspects of cable technology that are related to and influence the franchising process. Pilnick reviews some of the current areas of technological uncertainty and presents a procedure which explicitly relates system design to franchising decisions. He also recommends the incorporation of "decision-milestones" in the franchise which will interrelate technological and economic feasibility with the introduction and control of new services.

1973, Rand Corporation, Publications Department, 1700 Main Street, Santa Monica, California 90406 (Report No. R-1137-NSF), 76 pp., $3.00.

104 A SURVEY OF TECHNICAL REQUIREMENTS FOR BROADBAND CABLE TELESERVICES

U. S. Department of Commerce, Office of Telecommunications, Institute for Telecommunication Sciences

This report series presents the findings of a survey of the cable television industry and related technological enterprises. The survey examines many of the technical aspects of today's cable services and the technical factors which must be considered in order to realize cable's future teleservice capabilities. The seven volumes in the series are subtitled as:
A SUMMARY OF TECHNICAL PROBLEMS ASSOCIATED WITH BROADBAND CABLE TELE-SERVICES DEVELOPMENT, OT Report no. 73-13, Volume 1
SUBSCRIBER TERMINALS AND NETWORK INTERFACE, OT Report no. 73-13, Volume 2
SIGNAL TRANSMISSION AND DELIVERY BETWEEN HEAD-END AND SUBSCRIBER TERMI-NALS, OT Report no. 73-13, Volume 3
SYSTEM CONTROL FACILITIES: Head-Ends and Central Processors, OT Report no. 73-13, Volume 4
SYSTEM INTERCONNECTIONS, OT Report no. 73-13, Volume 5
THE USE OF COMPUTERS IN CATV TWO-WAY COMMUNICATION SYSTEMS, OT Report no. 73-13, Volume 6
A SELECTED BIBLIOGRAPHY, OT Report no. 73-13, Volume 7

1973, (Order from: Superintendent of Documents, U.S. Government Printing Office, Washington, D. C. 20402), 7 v. (various pagings); v. 1, $.95; v. 2, $1.20; v. 3, $2.10; v. 4, $1.65; v. 5, $1.45; v. 6, $.70; v. 7, $1.55.

REPORTS OF THE CABLE TELEVISION INFORMATION CENTER

All reports listed below are available from the Cable Television Information Center, 2100 M Street, N. W., Washington, D.C. 20037 Att: Information Group.

PUBLICATIONS SERVICE

A continually updated report series concentrating upon issues of immediate interest to decision makers. For the one-time subscription fee, subscribers to the service receive all eleven reports listed below, plus all future reports and supplements as they are published. $43.50

A SUGGESTED PROCEDURE: An Approach to Local Authorization of Cable Television

A five phase procedure which helps decision makers define responsibilities and options. Encompasses education, study, legislation, applicant selection, and supervision/enforcement phases of cable development. 1972, 14 pp., $2.50

A GUIDE TO FEDERAL REGULATION: Understanding the FCC rules

Presents an overview of federal regulation and aids interpretation of the FCC's cable rules. 1972, 10 pp., $3.50

CABLE ECONOMICS

A guide to the economic factors that influence cable systems. Gives local officials an insight into the economic implications of system design and services. 1972, 16 pp., $3.50

HOW TO PLAN AN ORDINANCE: An Outline and Some Examples

Sets forth and comments on areas local ordinance provisions should cover. Includes good examples from actual ordinances to illustrate different approaches. Those who subscribe to the service receive quarterly updates, of which "Technical Standards and Specifications" is the first. 1972, 56 pp., $6.50

TECHNICAL STANDARDS AND SPECIFICATIONS

Sets forth construction and performance standards (ordinance provisions) that ensure that the public will receive quality service from modern cable systems. 1973, 71 pp., $6.50

CABLE: AN OVERVIEW

Explains what cable is and how it works. Gives a brief history of its technological and regulatory development. 1972, 13 pp., $2.50

BIBLIOCABLE

Lists and annotates the best sources of information on cable communications written to date, and tells where to find them. 1972, 24 pp., $1.00

A GLOSSARY OF CABLE TERMS

Explains the jargon of the industry and the legal and technical terminology encountered in cable television literature. 1972, 11 pp., $.50

TECHNOLOGY OF CABLE TELEVISION

Familiarizes local decision makers with technological aspects of cable, isolates technical questions to be considered, and points out options. 1973, 33 pp., $3.50

THE USES OF CABLE COMMUNICATIONS

Introduces range of cable uses now possible and applications for the future. 1973, 47 pp., $3.50

CABLE DATA

A fact sheet with current statistics that gives a perspective on the status of cable television in the U.S. 1972, 9 pp., $.50

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